



NATIONAL CONSUMER PROTECTION WEEK

10 Ways To Promote NCPW '99

Need some ideas for involving your organization in National Consumer Protection Week?
Try these:

1. Establish a local committee or group to spread the word about avoiding credit fraud. Include law enforcement organizations, businesses, local consumer groups, financial institutions, the media, public officials, places of worship, schools, senior centers, retirement homes, and others. In short, involve as many different kinds of groups as possible.
2. Check your supply of FTC credit publications and other materials. Materials are available online (www.ftc.gov/bcp/menu-credit.htm and at www.consumer.gov) that you can preview and print or photocopy in sufficient quantities. Or fax an order for bulk quantities (50-500 copies) to the FTC at (202) 326-2572. You can also download these materials from www.consumer.gov to personalize and reproduce with your organization's name, address and phone number.
3. Plan a special media event to launch your own education campaign. Enlist the help of a popular local radio or television spokesperson to promote the campaign if possible.
4. Call your local television stations to suggest a series of news stories on local people who have been taken in by promoters of credit frauds and experts who can talk about the importance of good credit and accurate credit reports.
5. Host a brown bag lunch or breakfast for reporters in your area who cover business, personal finance, lifestyle, and consumer affairs to talk about credit fraud or various kinds of credit abuses.
6. Convene a meeting of your staff to talk about how your organization can promote NCPW in your community.
7. Ask your local library to distribute information about credit on bulletin boards, in reading rooms, or during a planned discussion group. Let library staff know about the credit information that's available at www.ftc.gov.
8. Provide materials — for example, bookmarks or flyers — at check-out counters of local stores.
9. Link to the FTC's web site (www.ftc.gov) and/or www.consumer.gov and list them on your own consumer education materials.
10. Give information about credit fraud to corporations and businesses in your community for dissemination to employee families. Employee assistance programs can help do this. Publicize this activity in local newspapers and newsletters.